

CLAIMS

What is claimed is:

1 / A method of generating a target list of customers comprising the steps of:

5 (a) receiving a search criterion from a customer for producing search results;

 (b) obtaining and transmitting the search results to the customer; and

 (c) transmitting to the customer an invitation to be included in the

target list related to the search criterion.

10 2. The method of claim 1 further comprising the step of receiving from the customer an acceptance of the invitation to be included in the target list, the acceptance including contact information for the customer.

15 3. The method of claim 2, further comprising the step of transmitting a confirmation request using the contact information.

20 4. The method of claim 3, further comprising the step of receiving a confirmation of the acceptance from the customer.

25 5. The method of claim 4, further comprising the step of adding the contact information to the target list related to the keyword.